

3. (Amended) The method of Claim 2 wherein the substance is nerve growth factor, a biologically active fragment thereof or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptors.
5. (Amended) A method according to Claim 3 wherein the peptide is selected from the group consisting of SEQ ID NO: 4, 9 and 10.
7. (Amended) A method of Claim 6 comprising contacting epidermal keratinocytes with a substance, in an amount sufficient to inhibit cell loss, which binds to p75 nerve growth factor receptor expressed on the surface of the keratinocytes.
8. (Amended) The method of Claim 7 wherein the substance is nerve growth factor, a biologically active fragment thereof, or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptors.
10. (Amended) A method according to claim 9 wherein the peptide is selected from the group consisting of SEQ ID NO: 4, 9 and 10.
13. (Amended) The method of Claim 12 wherein the substance is nerve growth factor, a biologically active fragment thereof or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptors.
17. (Amended) The method of Claim 16 wherein the substance is nerve growth factor, a biologically active fragment thereof or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.

- 17 22. (Amended) The method of Claim 21 wherein the substance is nerve growth factor, a biologically active fragment thereof or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptors.
- 18 24. (Amended) A method according to Claim 23 wherein the peptide is selected from the group consisting of SEQ ID NO:4, 9 and 10.
- 19 26. (Amended) The method of Claim 25 wherein the substance is nerve growth factor, a biologically active fragment thereof or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptors.
28. (Amended) A method according to Claim 27 wherein the peptide is selected from the group consisting of SEQ ID NO: 4, 9 and 10.
30. (Amended) A method of Claim 29 wherein the pseudo-ligand is nerve growth factor, or a biologically active fragment thereof, or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.
34. (Amended) The method of Claim 33 wherein the pseudo-ligand is nerve growth factor, or a biologically active fragment thereof, wherein the fragment is a nerve growth factor peptide, or the pseudo-ligand is a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.
38. (Amended) A method of Claim 37 wherein the pseudo-ligand is nerve growth factor, or a biologically active fragment thereof, or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.

42. (Amended) A method of Claim 41 wherein the pseudo-ligand is nerve growth factor, or a biologically active fragment thereof, or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.
46. (Amended) The method of Claim 45 wherein the pseudo-ligand is nerve growth factor, or a biologically active fragment thereof, or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.
49. (Amended) A method of treating a male with male pattern baldness, comprising inhibiting p75 nerve growth factor receptor-mediated apoptosis in keratinocytes by contacting the keratinocytes in the male with a pseudo-ligand, in an amount sufficient to inhibit apoptosis, that binds to a keratinocyte p75 nerve growth factor receptor, thereby inhibiting apoptosis, and maintaining hair growth.
50. (Amended) The method of Claim 49 wherein the pseudo-ligand is nerve growth factor, or a biologically active fragment thereof, or a nerve growth factor pseudo-ligand that binds to the p75 nerve growth factor receptor.